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| 09/457,839   | 12/09/1999  | HONG Q BUI           | AMAZON.025A                     | 8131                        |
| 20995 7590 06/26/2007<br>KNOBBE MARTENS OLSON & BEAR LLP<br>2040 MAIN STREET<br>FOURTEENTH FLOOR<br>IRVINE, CA 92614 |             |                      | EXAMINER<br>SHERR, CRISTINA O   |                             |
|  |             |                      | ART UNIT<br>3621                | PAPER NUMBER                |
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**BEFORE THE BOARD OF PATENT APPEALS  
AND INTERFERENCES**

**MAILED**

Application Number: 09/457,839  
Filing Date: December 09, 1999  
Appellant(s): BUI, HONG Q

**JUN 26 2007**

**GROUP 3600**

Ronald J. Schoenbaum, Reg. No. 38,297  
Knobbe, Martens, Olson & Bear, LLP  
For Appellant

**EXAMINER'S ANSWER**

The Examiner's Answer mailed April 10, 2007 is hereby vacated and the following  
issued in its place:

This is in response to the appeal brief filed October 23, 2006 appealing from the Office  
action mailed October 21, 2005.

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**(1) Real party in Interest**

A statement identifying the real party in interest is contained in the brief.

**(2) Related Appeals and Interferences**

The examiner is not aware of any related appeals, interferences, or judicial proceedings that will directly affect or be directly affected by or have a bearing on the Board's decision in the pending appeal.

**(3) Status of Claims**

The statement of the status of claims contained in the brief is correct.

**(4) Status of Amendments After Final**

The appellant's statement of the status of amendments after final rejection contained in the brief is correct.

**(5) Summary of Claimed Subject Matter**

The summary of claimed subject matter contained in the brief is correct.

**(6) Grounds of Rejection to be Reviewed on Appeal**

The appellant's statement of the grounds of rejection to be reviewed on appeal is correct.

**(7) Claims Appendix**

The copy of the appealed claims contained in the Appendix to the brief is correct.

**(8) Evidence Relied Upon**

|                        |                |                  |
|------------------------|----------------|------------------|
| 6,092,053              | Boesch et al   | 07-2000          |
| 6,327,578              | Linehan        | 12-2001          |
| Provisional Patent     | Foster, Chuck; | filed 11/01/1999 |
| Application 60/162,651 |                |                  |

**(9) Grounds of Rejection**

The following ground(s) of rejection are applicable to the appealed claims:

Claims 36-39, 41-42 are rejected under 35 U.S.C. 103(a) as being unpatentable over Foster (US 6,322,134, prov. Appl. 60/162,651). Please note that for purposes of this rejection, cites to Foster are to the provisional application, a copy of which is included with this action.

Regarding claims 36-39, 41-42, and 66 –

Foster teaches a server-side system, 3<sup>rd</sup> party-transaction system called CardFort.

Instead of sending the merchant the credit card information, this system sends the merchant information to the credit card issuer. However, this system still reads on claim 36 in the following way. The consumer registers with the "CardFort" server (residing with the financial institution) including credit card account and shipping address. All merchants who accept "CardFort" payments have a button at the website at checkout. If the consumer selects this option, the merchant sends purchase to either the

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consumer (who forwards it to the financial institution) or directly to the financial institution. If the purchase is authorized, the CardFort system sends the merchant the consumer's shipping information and the product is shipped as indicated in the consumer information. Purchase history is stored on all three servers (consumer, merchant, financial institution). (e.g. pg 1 ln 30 – pg 3 ln 2). It would be obvious to one of ordinary skill in the art to adapt the teachings of foster to obtain the present invention.

Claims 44-45 and 67-69 are rejected under 35 U.S.C. 103(a) as being unpatentable over Boesch et al (US 6,092,053) in view of Linehan (US 6,327,578).

Boesch teaches a server-side wallet system that stores consumer information and sends it to a merchant to allow processing. It stores purchase history as a profile to be used for customized web pages and targeted marketing. (e.g. col 2 ln 21 – col 4 ln 54).

Linehan discloses registering consumer information including the consumer's credit card number with a wallet system (i.e. the issue gateway) and the issuer gateway sends the consumer's credit card reference number to the merchant who uses it to finish the purchase transaction. This reference also teaches the advantages of storing all transaction histories on the wallet server (i.e. issuer gateway). (e.g. col 3 ln 66 – col 4 ln 57).

It would be obvious to one of ordinary skill in the art to combine the teaching of Boesch and Linehan in order to obtain greater security with greater ease for the user in the processing of online transactions.

Claims 46-52 and 60-64 are rejected under 35 U.S.C. 103(a) as being unpatentable over Katis (US 6,601,761).

Katis discloses an electronic wallet server that is co-branded. The co-branding is not significant for the purposes of this application. The consumer registers consumer information including payment information in the wallet server. The consumer selects to pay with wallet system and consumer's information is sent to the merchant. (e.g. col 1 ln 63-67, and col 2 ln 8 – col 4 ln 31). This reference does not specifically state that a purchase history is kept. However, official notice is taken that considering this system also has rewards issued, and considering that all transaction systems keep purchase history, it would be either inherent or obvious over the teaching.

#### **(10) Response to Argument**

##### First Issue

Appellant argues, with respect to claims 36-39, that the Foster provisional does not teach or suggest “wherein the server system maintain s a log of purchases made by the registered user from each of a plurality of merchant web sites, uses the log to generate an interests profile for the registered user, and disseminates the interests profile to the merchant web sites to provide personalized content to the registered user.” Foster, however, does refer to a “history of all CardFort purchases is maintained on the consumer's computer.” (page 6 ln 5-7). Also, “(b)ecause the transaction is tied to the CardFort ID number, the card company can enroll any cardholder in specific affinity or reward programs. Processing savings and fraud reduction will allow more scope for rewards.” (page 7 ln 25-28). Further there is disclosed a “CardFort data base for

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logging web purchases for the cardholder's use. The CardFort data base also serves as the launch pad for data to the card company". (page 6 In 17-18, where CardFort is an electronic wallet). Additionally the "order is saved to the merchant's database." (page 3 In 23). Thus, if the CardFort system is enrolling cardholders in specific affinity or incentives programs, it must be maintaining a log and generating a personal profile to do so.

### Second Issue

Appellant argues, with respect to claims 41, 42, and 66, that the Foster provisional does not teach or suggest "wherein the server system maintain s a log of purchases made by the registered user from each of a plurality of merchant web sites, uses the log to generate an interests profile for the registered user, and disseminates the interests profile to the merchant web sites to provide personalized content to the registered user." Foster, however, does refer to a "history of all CardFort purchases is maintained on the consumer's computer." (page 6 In 5-7). Also, "(b)ecause the transaction is tied to the CardFort ID number, the card company can enroll any cardholder in specific affinity or reward programs. Processing savings and fraud reduction will allow more scope for rewards." (page 7 In 25-28). Further there is disclosed a "CardFort data base for logging web purchases for the cardholder's use. The CardFort data base also serves as the launch pad for data to the card company". (page 6 In 17-18, where CardFort is an electronic wallet). Additionally the "order is saved to the merchant's database." (page 3 In 23). Thus, if the CardFort system is

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enrolling cardholders in specific affinity or incentives programs, it must be maintaining a log and generating a personal profile to do so.

### Third Issue

Appellant argues, with respect to claim 44, that nothing in the Boesch reference teaches or suggests "generating an interests profile that reflects said purchase made by the first user from the plurality of online merchants; and transmitting the interests profile of the first user to a web site system of at least one online merchant to allow the online merchant to provide personalized web site content to the first user." Boesch, however, does refer to "a consumer data structure that stores purchasing information for registered consumers. The software is able to access the consumer data structure and enter the consumer's purchasing information during subsequent purchases." (abs). Additionally, "(a) further object of the present invention is to allow consumer information to be provided to merchants using payment systems from various service providers". (col 2 ln 52-54). Also, "(a) further object of the present invention is to use the architecture of the consumer information server to aid the consumer in distributing all manner of information, not just purchase/money information, to a variety of recipients when those recipients are to receive essentially the same information from one recipient to the next". (col 2 ln 55-61) Further, "(a) further object of the present invention is to provide a mechanism for direct marketing to consumer wallet holders immediately before, during, or after completion of a transaction using a wallet". (col 2 ln 62-65). "Thus allowing the merchant to "recognize" a consumer and provide customer-specific messages, displays, and offers... in accordance with a profile created by the CIS



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software.” (col 4 ln 44-49) Thus, purchase information is stored in order for merchants to provide direct or personalized marketing to consumers.

With respect to claim 45, applicant argues that nothing in either Boesch or Linehan teaches or suggests “wherein the interests profile is transmitted to the web site system in response to use by the first user of the electronic wallet service to make a purchase from the web site system.” However, Boesch discloses wherein “CIS software can tailor its communication with the consumer’s computer in accordance with a profile created by the CIS software. The profile is based upon preferences chosen by the consumer or created by the CIS software based on the consumer’s behavior, from preferences chosen by the merchant, by a branding party, or the like”. Col 4 ln 47-54).

#### Fourth Issue

Appellant argues, with respect to claim 67, that Boesch and Linehan do not, individually or in combination disclose or suggest “when a browser running on the computer of the user retrieves the web page from the web site and sends a resulting request for the graphic to the server, responding to the request by at least: (a) using the cookie transmitted with the request to identify the name of the user, (b) incorporating the name of the user into an instance of the object, and (c) returning the instance of the object to the user computer for display within the web page.”

However, in Boesch, “ the process starts with a consumer requesting a merchant’s offer 200 from a merchant. In response to the consumer’s request, the merchant’s computer responds by sending a browser readable file and the merchant’s offer to the consumer’s computer 202. The consumer’s browser processes the browser

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readable file and sends the merchant's offer and a message to the CIS 204." (col 6 In 61-65 the browser running on the computer of the user retrieves the web page from the web site and sends a resulting request for the graphic to the server). Also, "(t)he message sent from the consumer's browser to the CIS indicates whether the browser contains a browser identifier. In the preferred embodiment, the browser identifier is a cookie." (col 7 In 14-17) Further, Boesch discloses a "consumer data structure 146 which stores consumer information which can be used in future transactions, merchant data structure 148 which stores information pertaining to different merchants, consumer transaction log 150 which stores information pertaining to the transactions for registered consumers, and merchant transaction log 152 which stores information pertaining to transactions for registered and non-registered consumers." (col 5 In 35-42) "Consumer data structure 146 stores label-value pairs relating to consumers, including consumer 100, that have completed the registration process with the operator of CIS 140. The label-value pairs in consumer data structure 146 represent information that is necessary, and may include information that is useful to complete a transaction. The purchasing information can include the customer's name, billing address, shipping address, and credit card number, however this information should not be construed as a limitation. The useful information can also include email, telephone numbers, facsimile numbers, and user preference data (regarding shipping address, shipping method, and related data), however this information should not be construed as a limitation." (Boesch at col 6 In 35-45).

Additionally, Boesch discloses "(t)he CIS software receives and processes the message to determine if the consumer's browser contains an identifier which identifies a consumer that matches a data entry in a file in the consumer data structure of the CIS 206. The CIS software determines whether a single user or multiple users have used the consumer's browser 208 by checking the consumer data structure. If the CIS software identifies more than one user, the CIS software will select a user based on a selection criteria generated by the operator of the CIS". (col 7 ln 18-27, where the consumer name is being attached or associated with the object).

With respect to claim 68, applicant argues that nothing in the cited prior art teaches or suggests "wherein the instance of the object comprises a single-action purchase object that is adapted to be selected by the user to complete a purchase of an item represented within the web page." However, Boesch discloses "If the consumer is known to the CIS software, the CIS software takes information contained in the merchant's offer, formats the information to allow the consumer's browser to display the merchant's offer, and sends the merchant's offer to the consumer's computer where the merchant's offer is displayed by the consumer's browser within the area reserved for the wallet within the merchant's Web page". (col 3 ln 43-50).

With respect to claim 69, applicant argues that nothing in the cited prior art teaches or suggests "wherein the object is a graphic". However, Boesch discloses "The CIS software returns a message to the consumer's browser and instructs the consumer's browser to display a graphic within an area reserved for the wallet within the

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merchant's Web page. The content of this graphic depends on whether or not the consumer is known to the CIS software". (col 3 ln 37-43).

#### Fifth Issue

With respect to claim 46, applicant argues that nothing in Katis discloses or suggests "providing, in a web page of the merchant web site and in conjunction with a description of a purchasable item, a reference to a graphic served by the information service server, such that when a browser running on the computer of the user retrieves the web page, the browser is caused to request the graphic from, and transmit the cookie to, the information service server; and at the information service server, in response to receiving the cookie and a request for the graphic from the computer of the user, returning to the computer of the user a single-action purchase graphic indicating that the item may be purchased with a single selection action, said single-action purchase graphic being selectable by the user to purchase the item". Katis, however, discloses that "(i)n order to make a payment using the co-branded electronic payment platform for an embodiment of the present invention, the user invokes the co-branded electronic wallet application, and a co-branded electronic wallet window is displayed for the user by the wallet server. The user enters a selection to make the payment with the user's payment information stored by the wallet server, and the wallet server automatically sends the user's payment information to a merchant's website server for the user. The payment information sent by the wallet serve includes, for example, the user's stored credit card, debit card, checking, or savings account related information or

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the stored digital payment tokens pre-allocated for the user from the user's credit card, debit card, checking, or savings account'. (col 3 ln 58-col 4 ln4).

Also, with respect to single action buying in claim 46, "when the consumer 2 invokes the co-branded electronic wallet, and the browser on the consumer's PC 4 opens up the window 14 and serves up the wallet outside the frame in which the consumer 2 is shopping, the consumer 2 is able to pay the merchant for the goods or services with the consumer's tokens stored in the electronic cash purse server 24 the co-branded electronic wallet. Instead of checking to confirm, for example, whether or not there is sufficient credit on the consumer's credit card account at the time of the transaction, it is done prior to the time of the transaction, and only the authenticity of the tokens is checked at the time of the purchase." (Katis at 9 ln 25-35). Thus, only the action of choosing to pay is disclosed, not a chain of actions on the part of the consumer.

With respect to claim 47, applicant argues that nothing in Katis teaches or suggests "wherein the single-action purchase graphic includes a name of the user." However, in figure 6 of Katis, "the consumer 2 at the consumer's PC 4 accesses and engages in a dialog with the merchant's website server 10 and decides to purchase goods or services. At S6, the merchant's website server 10 presents the consumer 2, for example, with an amount to pay and a transaction identifier. At S7, the consumer 2 invokes the co-branded electronic wallet storing the consumer's credit card information, and at S8, the financial institution's wallet server 6 serves up the electronic wallet directly within the browser of the consumer's PC 4, for example, at the merchant's

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website". (col 8 ln 46-56, where credit card information, includes, inter alia, the consumer's name). Further, "if the consumer 2 does not already have an account, a space is provided on the website for input of credit card information, name, address, and the like." (Katis at col 6 ln 37-40).

With respect to claim 48, applicant argues that nothing in Katis discloses or suggests, that the single-action purchase graphic includes a field for the user to enter a password to be submitted to the information service server." However, Katis discloses "subsequently the consumer 2 needs only to enter a password without re-entering the information." (col 6 ln 40-42).

With respect to claim 49, applicant argues that nothing in Katis teaches or suggests "the web page is encoded such that, when the user selects the single-action purchase graphic, a merchant identifier and an identifier of the item are transmitted from the computer of the user to the information service server." However, Katis discloses "the consumer 2 at the consumer's PC 4 accesses and engages in a dialog with the merchant's website server 10 and decides to purchase goods or services. At S6, the merchant's website server 10 presents the consumer 2, for example, with an amount to pay and a transaction identifier. At S7, the consumer 2 invokes the co-branded electronic wallet storing the consumer's credit card information, and at S8, the financial institution's wallet server 6 serves up the electronic wallet directly within the browser of the consumer's PC 4, for example, at the merchant's website." (col 8 ln 47-56).

Regarding claim 50, applicant argues that nothing in Katis discloses or suggests "at the information service server, responding to user selection of the single-action

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purchase graphic by transmitting name and payment information of the user to the computer of the merchant web site." However, Katis discloses wherein "The consumer selects goods or services that the consumer wishes to purchase, and the merchant may provide the consumer with an order or payment form to fill out, which asks for payment information, such as a credit card number, expiration date, and shipping information. Typically, the consumer types in the information needed by the merchant each time the consumer wishes to place an order. An electronic wallet enables the user to avoid typing in such information over and over again by storing the consumer's information, such as the consumer's credit card information and preferred shipping information in the electronic wallet." (col 1 ln 56-67, showing how an electronic wallet such as in Katis sends name and payment information without the consumer having to type it in.)

Regarding claim 51, applicant argues that nothing in Katis discloses or suggests "at the information service server, responding to user selection of the single-action purchase graphic by transmitting shipping address information of the user to the computer of the merchant web site." However, Katis discloses wherein "The consumer selects goods or services that the consumer wishes to purchase, and the merchant may provide the consumer with an order or payment form to fill out, which asks for payment information, such as a credit card number, expiration date, and shipping information. Typically, the consumer types in the information needed by the merchant each time the consumer wishes to place an order. An electronic wallet enables the user to avoid typing in such information over and over again by storing the consumer's information, such as the consumer's credit card information and preferred shipping information in the

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electronic wallet." (col 1 ln 56-67, showing how an electronic wallet such as in Katis sends shipping address information without the consumer having to type it in.)

Regarding claim 62, applicant argues that nothing in Katis teaches or suggests "at the information service server, responding to user selection of the single-action purchase graphic by charging the user for the item." However Katis discloses wherein "the wallet server automatically sends the user's payment information to a merchant's website server for the user. The payment information sent by the wallet serve includes, for example, the user's stored credit card, debit card, checking, or savings account related information or the stored digital payment tokens pre-allocated for the user from the user's credit card, debit card, checking, or savings account." (col (col 3 ln 63 – col 4 ln 4).

Regarding claim 63, applicant argues that nothing in Katis teaches or suggests "at the server, responding to user selection of the image by transmitting at least the name and payment information of the user to the web site." However, Katis discloses wherein "The consumer selects goods or services that the consumer wishes to purchase, and the merchant may provide the consumer with an order or payment form to fill out, which asks for payment information, such as a credit card number, expiration date, and shipping information. Typically, the consumer types in the information needed by the merchant each time the consumer wishes to place an order. An electronic wallet enables the user to avoid typing in such information over and over again by storing the consumer's information, such as the consumer's credit card information and preferred shipping information in the electronic wallet." (col 1 ln 56-67, showing how an electronic



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wallet such as in Katis sends name, payment information and shipping address information without the consumer having to type it in.)

Regarding claim 64, applicant argues that nothing in Katis teaches or suggests "at the server, responding to user selection of the image by charging the user for an item represented within the web page." However Katis discloses wherein "the wallet server automatically sends the user's payment information to a merchant's website server for the user. The payment information sent by the wallet serve includes, for example, the user's stored credit card, debit card, checking, or savings account related information or the stored digital payment tokens pre-allocated for the user from the user's credit card, debit card, checking, or savings account." (col (col 3 In 63 – col 4 In 4).

**(11) Related Proceeding(s) Appendix**

No decision rendered by a court or the Board is identified by the examiner in the Related Appeals and Interferences section of this examiner's answer.

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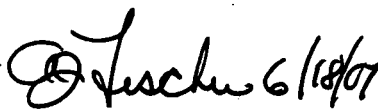
For the above reasons, it is believed that the rejections should be sustained.

Respectfully submitted,

  
Cristina Owen Sherr

June 8, 2007

Conferees:

  
ANDREW J. FISCHER  
SUPERVISORY PATENT EXAMINER  
TECHNOLOGY CENTER 3600

Andrew Fischer



Kambiz Abdi



**TABLE 1** – Claim 36 and Foster (60152651)

| Clause No. | Claim 36  | Foster (60152651)  |
|------------|---|--|
| 1          | A system for providing a server-side wallet service, the system comprising:<br>a service web site that provides functionality for users to register with the wallet service and to provide customer information and authentication information for use of the wallet service  | Page 5 In 10-20 e-wallet or CardFort=Wallet service  |
| 2          | said customer information including payment information for making purchases from merchant web sites that support customer use of the wallet service; and<br>a server system that authenticates registered users of the wallet service and disseminates the customer information of the registered users to the merchant web sites in response to user requests, the server system thereby allowing registered users of the wallet service to make purchases from the merchant web sites using previously-specified customer information; | Page 5 In 10-22 pre-existing account=checking account  |
| 3          | wherein the server system is responsive to a request to transfer the customer information of a registered user to a selected merchant web site by at least (1) using  | The merchant is already or becomes authorized to accept payment utilizing the card company's instrument apart from the invention. The merchant registers as a CardFort web site. As a CardFort website, the merchant receives a selection of |

| Clause No. | Claim 36   | Foster (60152651)   |
|------------|--|---|
|            | <p>the authentication information of the registered user to authenticate the registered user, and (2) if the registered user is successfully authenticated, sending customer information of the registered user to the selected merchant web site to permit the merchant web site to transact a sale to the registered user, whereby the system enables the registered user to make a purchase from the selected merchant web site without having a preexisting account with the selected merchant web site;</p> | <p>computer code for its website to recognize consumers using a CardFort plugin and containing brand logos, etc. Optionally, a CardFort data base may be provided to receive non-internet orders from CardFort catalogs. A unique CardFort Merchant ID is issued and contained within the computer code. Page 5 ln 1-9, fig 1 page 3 ln 12-23</p> |
| 4          | <p>and wherein the server system maintains a log of purchases made by the registered user from each of a plurality of merchant web sites, uses the log to generate an interests profile for the registered user, and disseminates the interests profile to the merchant web sites to allow the merchant web sites to provide personalized content to the registered user</p>   | <p>CardFort data base for logging web purchases for the cardholder's use. The CardFort data base also serves as the launch pad for data to the card company; Page 6 ln 17-20, Because the transaction is tied to the CardFort ID number, the card company can enroll any cardholder in specific affinity or reward programs. page 7 ln 25-28</p>  |